

ABSTRACT

A reason code and token facilitate linking of a primary and secondary merchant to allow the secondary merchant to make an offer to a customer of the first merchant. The website linking system has a reason code, a token, a schema defining information to be passed from a first website, and a validator. The token is constructed to indicate a particular customer of the first website. The reason code correlates to a specified parameter to be used when making an offer to the customer indicated by the token, and the validator and the token are constructed to indicate the schema is a valid schema to the first website. The linked merchant transaction method involves receiving a reason code from a primary merchant for a customer in response to a transaction between the primary merchant and the customer; providing an offering to the customer based upon the reason code; receiving an acceptance from the customer; and in response to the acceptance, receiving customer identifying information from the primary merchant.